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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 9

THE BEST

Warner Bros. Television Distribution
A Warner Communications Company

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56th Year 1987

Land mobile vs. UHF: The plot thickens

Axe falls again at CBS News

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Vol. 112 No. 10

Broadcasting Mar 9

Second thoughts on land-mobile reallocation
Arsenal Holdings wins Viacom sweepstakes
Numbers come down for CBS News cuts

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VOICE OF CONSCIENCE □ FCC's newest commissioner, Patricia Diaz Dennis, believes the way to best serve the interests of women and minorities is to best serve the interests of all Americans. **PAGE 87.**

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makes clear Parliament's intention that the CBC provide a national broadcasting service that is "predominantly Canadian in content and character."

The CRTC's report envisages a CBC even more of a government-dependent operation than at present. The government provided 80% of CBC's current $881-million budget, and the CRTC called on the CBC to reduce its reliance on advertising as its government support increases "and its funding is approved on a longer-term basis." The report notes that, "as a government-supported broadcasting service competing against private broadcasters for a limited pool of advertising dollars, the CBC is in a privileged position in the marketplace." The CRTC said it expects CBC to adjust its advertising rates—and the context indicates the CRTC expects that adjustment to be upward—"to competitive levels to increase total revenues." And in pursuit of that objective, CRTC said, CBC would be expected "to continue to schedule commercial-free programs."

But CRTC makes clear it is aware that increased government funding may not be easily obtained. It said that, "in light of current financial constraints," CBC is expected to maximize other means of increasing revenues, "provided these means are clearly profitable." The CRTC noted that in 1985-86, miscellaneous revenue accounted for $23 million of the CBC budget, CBC Enterprises, the corporation's marketing and promotional wing, generated half of that amount, largely through the sale of CBC programs to national and international broadcasters, and to the public, on videocassettes.

Besides the long-term objectives and current expectations, the CRTC has imposed

NBC on another winning streak

The prime time ratings for the 23d week of the season went to NBC as the network logged an 18.9 rating and a 29 share. CBS had a 17.1/26 and ABC a 12.9/20. More noteworthy was NBC's Tuesday night win, only the second time this season the network has taken that night. Tuesday's lineup on NBC was ***Matlock*** (22.0/31), from 8 to 9 p.m., and the theatrical movie, "Places in the Heart" (19.9/30), from 9 to 11:17 p.m. The two broadcasts netted NBC a 20.7/30.2 average for the evening.

NBC's Tuesday win was more impressive because it faced ABC's regular winning lineup, which scored a 15.8/30, and the Grammy Awards on CBS, which pulled in an 18.3/27 and ranked 25th for the week.

The weekly win was NBC's fifth straight and 20th overall for the season. Last year, week 23 also went to NBC, but just by a hair, 0.1 of a rating point. The network had a 17.4/28, against CBS's 17.3/27 and ABC's 13.5/21.

In addition to its traditional Thursday and Saturday wins, NBC won Monday, which the network has taken 10 times during the season. CBS came away with its usual Friday and Sunday wins. (CBS has lost Friday only three times, and those to NBC. Sunday has been taken away from CBS three times by NBC and once by ABC, the latter done with the opening episode of the mini-series, ***Amerika***.) That left ABC with only a win on Wednesday.

On Monday, NBC aired ***Bob Hope's Tahiti*** special from 8 to 9 p.m. and pulled in an 18.9/27. CBS took the first hour of the evening with its lineup of ***Kate and Allie*** (19.0/27) and ***My Sister Sam*** (18.4/27). From 9 to 11 p.m., NBC broadcast a new Perry Mason movie, ***Perry Mason: The Case of the Lost Love***, which scored a 21.3/33 for the two hours. ABC's Monday movie, ***Love Among Thieves***, averaged a 13.2/21 from 9 to 11 p.m., while CBS's lineup of ***Newhart*** (19.3/28), ***Cavanaughs*** (15.8/24) and ***Cagney and Lacey*** (12.6/21), came up with a 15.1/23.5 average for the same two hours.

Wednesday's win by ABC was aided by the ***Barbara Walters Special***, which ran from 10 to 11 p.m. and pulled in an 18.7/30, just 0.2 of a rating point over CBS's ***Equalizer*** (18.5/30), also from 10 to 11 p.m. NBC's ***St. Elsewhere*** had a 12.5/20 for the same hour. ABC's ***Dynasty*** (16.9/25 and 34th for the week), from 9 to 10 p.m., lost to CBS's ***Magnum, P.I.*** (20.6/30 and ranked 13th). ***Magnum***'s special guest star in that episode was Frank Sinatra.

On Thursday, special reports by the three networks on the findings of the Tower Commission altered the evening lineups on CBS and NBC. ABC aired its report before prime time, while NBC dropped ***Night Court*** and moved ***L.A. Law*** back half an hour to begin at 9:30 p.m. NBC's special news report ran from 10:30 to 11 p.m. CBS's report ran for one hour, from 8 to 9 p.m. and came up with a 7.7/11 average. The move of ***L.A. Law*** was a good one. The program pulled in a 22.0/34, well above its season average of 17.3/29.

Friday went to CBS, which scored a 16.8/27.1 for the evening, besting NBC's 14.5/23.4 and ABC's 13.6/21.7. ABC's two-hour ***Love Boat*** special, from 9 to 11 p.m., came up with a 12.5/20.

NBC, with regular lineup, took Saturday with a 20.1/34.4 overall. The CBS movie ***Pals*** (11.1/19) beat out ABC's movie, "Supergirl," which scored an 8.6/15.

Sunday's win by CBS produced the second-highest evening average for that night this season, 27.3/40.8, topped only by CBS's Sunday of week 18, which scored a 39.1/56.9 with the broadcast of Super Bowl XXI and a ***Hard Copy*** special. Part one of the mini-series, ***I'll Take Manhattan***, scored a 26.4/40 for the two hours from 9 to 11 p.m.

NBC's Sunday movie, from 9 to 11 p.m., was ***The Dirty Dozen: Deadly Mission*** and it scored an 18.5/28. ABC's three-hour movie, ***Casanova***, pulled a 10.3/15.

For the week's evening news race, NBC won with a 13.0/22, edging CBS (12.7/22) and ABC (11.0/19). Last year the news numbers ran CBS 13.4/23, NBC 12.6/22 and ABC 11.6/20.

The HUT level (homes using television) stood at 65.0%, down slightly from week 22's 65.5% and from last year's 63.1%.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	36.9/54
2.	Family Ties	NBC	35.4/51
3.	Murder, She Wrote	NBC	30.4/43
4.	Cheers	NBC	27.9/40
5.	I'll Take Manhattan, pt. 1	CBS	26.4/40
6.	60 Minutes	CBS	26.1/40
7.	Golden Girls	NBC	25.8/43
8.	L.A. Law	NBC	22.0/34
8.	Matlock	NBC	22.0/31
10.	Growing Pains	ABC	21.3/29
10.	Monday Night Movies	NBC	21.3/33
12.	Who's the Boss?	ABC	20.7/29
13.	Magnum P.I.	CBS	20.6/30
14.	Amen	NBC	20.3/34
14.	227	NBC	20.3/34
16.	Movie of the Week-Tues.	NBC	19.9/30
17.	Dallas	CBS	19.6/30
18.	Newhart	CBS	19.3/28
19.	Kate & Allie	CBS	19.0/27
20.	Bob Hope Special	NBC	18.9/27
21.	Barbara Walters Special	ABC	18.7/30
22.	Equalizer	CBS	18.5/30
22.	Sunday Night Movie	NBC	18.5/28
24.	My Sister Sam	CBS	18.4/27
25.	Grammy Awards	CBS	18.3/27
25.	Facts of Life	NBC	18.3/31
27.	Head of the Class	ABC	18.2/27
28.	Highway to Heaven	NBC	18.0/27
29.	Hunter	NBC	17.8/32
30.	Moonlighting	ABC	17.7/25
31.	Falcon Crest	CBS	17.4/29
32.	Perfect Strangers	ABC	17.2/26
32.	Miami Vice	NBC	17.2/27
34.	Dynasty	ABC	16.9/25
35.	MacGyver	ABC	15.8/23
35.	Mr. Belvedere	ABC	15.8/25
35.	Cavanaughs	CBS	15.8/24
38.	Webster	ABC	15.6/25
39.	20/20	ABC	15.0/25
40.	Valerie	NBC	14.6/20
41.	Easy Street	NBC	14.2/20
42.	Crime Story	NBC	13.9/23
43.	Gimme a Break	NBC	13.6/20
44.	Scarecrow & Mrs. King	CBS	13.4/22
45.	Our House	NBC	13.3/21
46.	Monday Night Movie	ABC	13.2/21
47.	Cagney & Lacey	CBS	12.6/21
48.	Love Boat Special	ABC	12.5/20
48.	Simon & Simon	CBS	12.5/18
48.	St. Elsewhere	NBC	12.5/20
51.	Stingray	NBC	12.4/20
52.	Colbys	ABC	12.0/18
53.	Tortellis	NBC	11.7/17
54.	Mike Hammer	CBS	11.5/17
55.	Saturday Movie	CBS	11.1/19
56.	Sidekicks	ABC	10.6/18
57.	Sunday Night Movie	ABC	10.3/15
58.	Outlaws	CBS	9.8/17
59.	Disney Sunday Movie	ABC	9.5/15
60.	Neil Diamond Special	CBS	9.3/15
61.	Sledge Hammer	ABC	9.1/15
62.	Jack & Mike	ABC	8.8/14
63.	Movie Special-Sat.	ABC	8.6/15
64.	News Special	CBS	7.7/11
65.	Our World	ABC	6.3/9

*indicates premiere episode

300 ft.)—Seeks transfer of control of High Knob Broadcasters Inc., debtor-in-possession, to The Brown Family Group for assumption of liabilities. Seller has no other broadcast interests. Buyer is owned by Laurence R. Brown and family. It also owns WKGK(AM) Saltville, Va. Filed Feb. 26.

■ WMVP(AM)-WBGK(FM) Milwaukee (AM: 1290 khz; 5 kw-U; FM: 95.7 mhz; 34 kw; HAAT: 610 ft.)—Seeks assignment of license from American Family Corp. to Fairwest Communications Inc. for $4.4 million. Seller is subsidiary of Amos Press, Sydney, Ohio-based publisher headed by J. Oliver Amos. Buyer is owned by brothers, George and Reg Johns and William Yde. It is former owner of WZPL(FM) Indianapolis and KKCW(FM) Portland, Ore., and at present has no other broadcast interests. Filed Feb. 24.

New Stations

New FM's

■ *Richmond, Ind.—Xavier University seeks 89.3 mhz; 4.2 kw; HAAT: 188.3 ft. Address: 3800 Victory Parkway, Cincinnati 45207. Principal is educational institution headed by Rev. Albert Diullo, S.J., president. It also owns WVXU-FM Cincinnati. Filed Feb. 17.

■ Belzoni, Miss.—Larry R. Scott seeks 92.9 mhz; 3 kw; HAAT: 296 ft. Address: 1605 Carlisle Dr. E., Mobile, Ala. 36618. Principal has no other broadcast interests. Filed Feb. 26.

■ Webster, N.Y.—Karen E. Younginger seeks 102.7 mhz; 3 kw; HAAT: 170.5 ft. Address: 48 S.W. 10th Ave., Boca Raton, Fla. 33432. Principal has no other broadcast interests. Filed Feb. 20.

■ Minot, N.D.—Faith Broadcasting Inc. seeks 106.9 mhz; 3 kw; HAAT: 184.5 ft. Address: 214 Souris Dr., 58701. Principal is owned by Richard B. Leavitt, who has no other broadcast interests. Filed Feb. 24.

■ *Oklahoma City—Community Family Broadcasting Inc. seeks 90.9 mhz: 50 kw; HAAT: 17.5 ft. Address: 1084 E. 28th St., Independence, Mo. 64052. Principal is owned by Richard P. Bott and family. It has no other broadcast interests. Filed Feb. 18.

■ Huntington, W.Va.—Jerry Swink seeks 101.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 8234, Jacksonville, Tex. 75766. Principal has no other broadcast interests. Filed Feb. 26.

■ Huntington, W.Va.—Huntington Broadcasting Corp. seeks 101.9 mhz; 3 kw; HAAT: 328 ft. Address: Route 3, Box 515, 75949. Principal is owned by Robert Dale Tindle and Lonnie Wayne Etheridge, who have no other broadcast interests. Filed Feb. 24.

New TV

■ Flagstaff, Ariz.—G&D Communications Inc. seeks ch. 9; ERP vis. 1 kw; aur. 100 w.; HAAT: 328 ft. Address: 1627 Eye St. NW, Suite 550, Washington 20006. Principal Ronald I. Dozoretz, Jordan H. Goldman and Nancy Cherry. It has no other broadcast interests. Filed Feb. 24.

Facilities Changes

Applications

AM's

Accepted

■ KPTO (890 khz) Citrus Heights, Calif.—Seeks MP to change TL and make changes in ant. sys. Filed March 2.

■ WAYR (550 khz) Orange Park, Fla.—Seeks CP to make changes in ant. sys. and change TL. Filed March 2.

FM's

Tendered

■ KXO-FM (107.5 mhz) El Centro, Calif.—Seeks CP to change ERP to 25.5 kw. Filed March 2.

■ WORZ (101.9 mhz) Daytona Beach, Fla.—Seeks mod. of CP to change HAAT to 1,584 ft. Filed March 2.

■ WWWO (93.5 mhz) Hartford City, Ind.—Seeks CP to change TL and change HAAT to 328 ft. Filed March 2.

■ WYST-FM (92.3 mhz) Baltimore—Seeks CP to make changes in ant. sys. Filed March 2.

■ KMZU (101.1 mhz) Carrollton, Mo.—Seeks CP to change TL; change ERP to 100 kw and change HAAT to 989.5 ft. Filed March 2.

■ KIRK (103.7 mhz) Lebanon, Mo.—Seeks CP to change HAAT to 984 ft. Filed March 2.

■ KFGO (101.9 mhz) Fargo, N.D.—Seeks CP to change HAAT to 986 ft. Filed March 2.

■ KTZA (92.9 mhz) Artesia, N.M.—Seeks CP to change ERP to 100 kw. Filed March 2.

■ KBEZ (92.9 mhz) Tulsa, Okla.—Seeks CP to change TL and change HAAT to 1,317.5 ft. Filed March 2.

■ WHGM (103.9 mhz) Bellwood, Pa.—Seeks mod. of CP to change SL. Filed March 2.

■ *WQOX (88.5 mhz) Memphis—Seeks CP to change ERP to 30 kw and change HAAT to 429.7 ft. Filed March 2.

Accepted

■ WDRM (102.1 mhz) Decatur, Ala.—Seeks CP to change HAAT to 977.4 ft.

■ WAHR (99.1 Mhz) Huntsville, Ala.—Seeks CP to change TL and change HAAT to 985 ft. Filed Feb. 26.

■ KJOK (93.1 mhz) Yuma, Ariz.—Seeks CP to change TL; change ERP to 64 kw and change HAAT to 1,246.7 ft. Filed March 2.

■ KFIN (107.9 mhz) Jonesboro, Ark.—Seeks CP to change TL; change ERP to 97.67 kw; change HAAT to 1,020 ft. and make changes in ant. sys. Filed March. 2.

■ KJBR (101.9 mhz) Jonesboro, Ark.—Seeks CP to change TL and change HAAT to 1,059.4 ft. Filed March 2.

■ KAMS (95.1 mhz) Mammoth Springs, Ark.—Seeks CP to change TL; change ERP to 100 kw and change HAAT to 650 ft. Filed Feb. 26.

■ KZRO (104.3 mhz) Marshall, Ark.—Seeks CP to change HAAT to 1,016.8 ft. Filed Feb. 26.

■ KTEI (105.5 mhz) Pigott, Ark.—Seeks mod. of CP to move SL. Filed Feb. 26.

■ KADL (94.9 mhz) Pine Bluff, Ark.—Seeks mod. of CP to change HAAT to 1,843.4 ft. Filed March 2.

■ KRBQ (102.7 mhz) Red Bluff, Calif.—Seeks CP to change TL; change ERP to 3.24 kw and change HAAT to 1,745 ft. Filed Feb. 26.

■ KCOL-FM (107.9 mhz) Fort Collins, Colo.—Seeks CP to change HAAT to 1,066 ft. Filed Feb. 26.

■ WRUF-FM (103.7 mhz) Gainesville, Fla.—Seeks CP to change TL; change HAAT to 1,900 ft. and make changes in ant. sys. Filed March 2.

■ WBYZ (94.5 mhz) Baxley, Ga.—Seeks CP to change TL; change HAAT to 1,020 ft. and make changes in ant. sys. Filed March 2.

■ WACL-FM (103.3 mhz) Waycross, Ga.—Seeks CP to

Summary of broadcasting as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

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